

DUNKIN' DONUTS ADVERTISING EXPENDITURES

Source: Audits of Franchise Owners' Advertising and Sales Promotion Fund
(since 1971)

| <u>Year</u> | <u>Direct Fund</u> <u>(Franchisees)</u> | <u>National Ad Fund</u> |
|--|--|-------------------------|
| 1971-1989 FY Nov. 1-Oct. 31 | | |
| 1971 | \$ 913,605. | - |
| 1972 | \$ 1,239,600. | - |
| 1973 | \$ 1,537,500. | - |
| 1974 | \$ 1,555,500. | - |
| 1975 | \$ 1,913,900. | - |
| 1976 | \$ 2,318,000. | - |
| 1977 | \$ 3,148,200. | - |
| 1978 | \$ 2,979,500. | \$ 1,283,800. |
| 1979 | \$ 3,852,300. | \$ 2,930,900. |
| 1980 | \$ 4,100,300. | \$ 2,731,500. |
| 1981 | \$ 5,246,200. | \$ 3,680,300. |
| 1982 | \$ 6,671,800. | \$ 8,112,800. |
| 1983 | \$ 9,985,400. | \$ 9,190,400. |
| 1984 | \$ 11,313,800. | \$ 7,806,000. |
| 1985 | \$ 13,924,500. | \$ 7,010,600. |
| 1986 | \$ 19,137,200. | \$ 5,392,300. |
| 1987 | \$ 23,457,900. | \$ 3,375,400. |
| 1988 | \$ 26,694,400. | \$ 3,656,700. |
| 1989 | \$ 24,731,200. | \$ 6,005,700. |
| 1990 - 16 mos. (Oct. 28, 1989 - Feb. 23, 1991) | \$ 34,671,100. | \$ 8,990,900. |

EXHIBIT B

DUNKIN' DONUTS ADVERTISING EXPENDITURES

Source: Audits of Franchise Owners' Advertising and Sales Promotion Fund
(since 1971)

| | | |
|--|----------------------|----------------------|
| 1991 (Feb. 24, 1991 - Feb. 29, 1992) | \$ 28,007,700. | \$ 6,988,100. |
| 1993 | \$ 34,447,200. | \$ 10,203,000. |
| 1994 | \$ 39,091,900. | \$ 6,730,800. |
| 1995 - 18 mos. (Feb. 27, 1994 - Aug. 26, 1995) | \$ 70,249,600 | \$ 16,450,200 |
| 1996 | \$ 48,781,865 | \$ 7,114,017 |
| 1997 | \$ 60,623,402 | \$ 13,600,318 |
| 1998 | \$ 67,519,361 | \$ 14,764,528 |
| 1999 | \$ 72,019,035 | \$ 13,981,813 |
| 2000 | \$ 78,315,903 | \$ 15,221,716 |
| <hr/> TOTAL: | <hr/> \$ 698,447,871 | <hr/> \$ 175,221,716 |

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